

# THE GAZETTE-TIMES

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MORROW COUNTY'S NEWSPAPER

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## Winning at Wordsmanship

It is amusing, in listening to television commentators, politicians and others in the public eye, to note how fads in word usages change from time to time.

For instance, a few years ago, we had never heard the word "viable," and now public figures seem to think it mandatory to employ the word at least once in every speech. The word, "empathy"—a good word, by the way, didn't seem to achieve its popularity until the past few years. "Knowledgeable" is another which has come to the forefront. And how about "the establishment"?

Of course, the younger set seems to develop a new language of its own with almost every succeeding generation, and this—despite the generation gap—catches on with their elders so that even the most distinguished persons are caught saying, today, "keep your cool," or "how does that clutch you?"

But the Federal government still has the championship at "wordsmanship" and seems to top itself almost with each passing year; indeed, with almost each voluminous document that it produces.

It can still put together more important sounding words and confuse the general public more than any single political figure or any professional person, regardless of how technical the latter may become.

Newsweek magazine recently sent out a little promotional piece that emphasizes our point. We quote:

"After years of hacking through etymological (look it up—we had to!) thickets at the U. S. Public Health Service, a 63-year-old official named Philip Broughton hit upon a sure-fire method for converting frustration into fulfillment (jargonwise).

"Euphemistically called the 'Systematic Buzz Phrase Projector,' Broughton's system employs a lexicon of 30 carefully chosen 'buzzwords':

Column 1	Column 2	Column 3
0. integrated	0. management	0. options
1. total	1. organizational	1. flexibility
2. systematized	2. monitored	2. capability
3. parallel	3. reciprocal	3. mobility
4. functional	4. digital	4. programing
5. responsive	5. logistical	5. concept
6. optional	6. transitional	6. time-phase
7. synchronized	7. incremental	7. projection
8. compatible	8. third-generation	8. hardware
9. balanced	9. policy	9. contingency

In making use of this 'Buzz Phrase Projector,' the procedure is simple. Think of any three-digit number, then select the corresponding buzzword from each column.

For instance, number 257 produces "systematized logistical projection." Now this is a phrase that can be dropped into virtually any report or speech to make it ring with decisive, knowledgeable authority. Everyone will be greatly impressed but no one will have the vaguest idea of what you are talking about. Yet it sounds so authentic that no one will admit he doesn't understand.

Try it yourself. Take another number, say 142—"total digital capability" (doesn't that sound tremendous?); or 809—"balanced management contingency" (that should knock 'em over).

You can make your own. And if you have to make an important speech soon and are scared to death on what you are going to say, or if you have to participate in a panel discussion soon on something like "Planning Functional Procedures for Rehabilitation Techniques of Grassroots Governmental Agencies," calm your fears! Refer to the "Systematic Buzz Phrase Projector."

It will put you in the same league as some of our most impressive documents.

## Chaff and Chatter

Wes Sherman

IT'S GREAT to be in an area where there are so many good things to write about. Several things come to mind for special notice this week, and we'll deal with each in separate following paragraphs.

FIRST, there is the upcoming dedication of the Columbia Basin building which tells the world that things are moving ahead in our area. It is a symbol of progress, growth, and of confidence in the future.

Everyone who uses electricity in the three-county area that Columbia Basin serves has a stake in the building, and each may be proud of it. When the public attends the open house Tuesday, many will be impressed with the spaciousness it provides and its design. By promoting efficiency and eliminating the waste that comes when too many persons work in too small a space, necessitating piling and unpling to get anything done, this building should prove a very good and economical investment for the years to come.

Equipment now can be cared for properly in the warehouse and garage.

The building not only will do a job towards improving service, but it will build morale as it signals that this is an up and going area.

Directors and management of the co-op have worked long and hard to get a good and adequate building, and congratulations are surely in order for them.

SECOND, we think of the lone Auction that is scheduled for Saturday. This is a thing that has captured the imagination of everyone in the lone area, and not just the members of the sponsoring lone United Church of Christ.

There is something more here than just an event to raise money for a good purpose. It becomes a part of the spirit and fiber of a community and is evidence of a common bond of working together and playing together for betterment.

It is hard to see how the sponsors get so many enticing articles together, year after year, for the auction sale, but they do it.

All the work done on the Auction and Barbecue is volunteer, and in seven years this event has become the big annual occasion for lone. The spirit of the community has overflowed to grip others in Morrow county, and there will be many from surrounding towns and countryside to join them Saturday.

And you'll never eat a better meal than you'll get at the pit-cooked barbecue!

THIRD, we think of the regional intercollegiate rodeo held here over the week-end. The event brought students from some 15 different universities and colleges here, together with others who are interested in the sport and those helping to stage it.

Somehow, we had sort of figured Heppner would be a rip-roaring place through the week-end, but, although there were many here who had never been to our town before, their behavior was almost exemplary.

Police Chief Glen Kolkhorst was high in praise of conduct of the visitors. No arrests were made, and none misbehaved in serious manner.

Only one incident was noted that caused eyebrows to raise. One of the Montana boys drove a Volkswagen down the sidewalk on Main street and was caught in the act on evening. Chief Kolkhorst said the youth had not been drinking but just did it as an outlet for some excess energy that a bronc buster might develop in idle time.

Well, the young man was pretty embarrassed about it when the police took him to city hall. He apparently was more worried about getting the horse laugh from his fellows than anything else, since he hadn't been drinking, hadn't destroyed any property or com-

mitted any crime, he was turned loose after a good talking-to.

One thing that was evident to us with the college rodeo here was the way the home folks turned out in order to give the young people a hand. Most of the business people made donations of some kind, and so far as personnel operating the rodeo was concerned, it was almost a dress rehearsal for the Morrow county fair and rodeo, since all the rodeo committee and most of the volunteer rodeo crew helped stage it.

We haven't talked with the sponsors after the show, but we're sure they appreciate this spirit. The crowd may have been less than they expected, but there was a pretty good representation at the Sunday afternoon finals.

AND LAST of the good things that occurs to us on this particular moment has to do with the Jaycees, and there are several good things about them that have come to our attention this week.

Fortunately, unlike Eugene, we have no controversy about a cross on the hill overlooking town. Our "Cross Hill" is a cross that was erected a number of years ago. It was discovered some time back that the cross was leaning. Jaycees climbed the hill and put it upright again.

Then Monday night first vice president Tom Wilson of the organization appeared at city hall to propose some little projects that Jaycees felt needed doing around town.

Often someone will note something that needs correcting, or improving, in our community, and he might say, in criticism, to someone else, "Why don't they . . ."

One of the great things about the Jaycees is that they convert the "they" to "we."

So they proposed to the city council, through Wilson, that grass be planted where the slides are in the city park because kids are hurting their feet on rocks and puncture weed. This suggestion was made with the implication that the Jaycees will help do the work.

They thought it would be nice to have a drinking fountain close to the picnic tables in the city park, and again, they would help with this project.

Wilson called attention to the fact that many house numbers are missing. He was told that the city has a supply for home owners, and that they are available upon request.

Finding this out, Wilson said, "You furnish them and we'll put them up."

Everyone should be a Jaycee in spirit, looking for things that will make a better and more enjoyable community, and then setting about to share in the work of getting the job done.

If it were true of everyone in America, our great nation would be far greater indeed.

—SO THIS is our good fortune. We are in an area where we are not writing about riots and demonstrations. We have builders, not wreckers. And we emphasize cooperation, not conflict.

**Margaret Marks To Join Scientists**

Margaret Marks of Fossil, a graduate of Heppner High school with the class of 1966, will graduate from Oregon State University at commencement exercises in Corvallis on Sunday, June 8.

She will be among 177 seniors earning bachelor degrees in the School of Agriculture, which this year includes 12 women graduates, the largest number to graduate from the agriculture school.

Miss Marks, daughter of Mr. and Mrs. Les Marks, formerly of Fossil, completed the work for her degree in three years, and hers will be in the field of food science and technology.

After graduation she will be the youngest person on the staff when she joins 600 scientists and other professional personnel at the General Foods Corporation Technical Center at Tarrytown, N. Y. She will be in research and development work preparatory to later assignment in flavor testing and product evaluation, a position that will take her to General Foods centers all over the world.

While attending Heppner High school, Miss Marks resided with Mr. and Mrs. Robert Abrams and family.

**Penland Takes Job As News Director**

Mr. and Mrs. Neal Penland have moved from their former home in Laurel, Md., and are now living in Pendleton, where he has taken the position of news director with KTX radio station.

The couple arrived at their new location early last Saturday from Maryland, where he has recently completed schooling in radio and TV.

Mrs. Penland is the former Diane Schaffitz, daughter of Dr. and Mrs. E. K. Schaffitz.

**Examiner Coming**

A drivers license examiner will be on duty in Heppner on Tuesday, June 17, 1969, at the courthouse between the hours of 9:30 a.m. and 3:30 p.m., according to the Department of Motor Vehicles of Oregon.

## Red Cross Cites First-time Donors And 2-Galloneer

Eddie Gunderson received a certificate for having given a total of two gallons of blood, and 15 first-time donors were noted at the Red Cross blood drawing here last week, according to Mrs. Gene Pierce, blood program chairman.

The other 55 donors were all people who have contributed their blood at earlier drawings and may, says Mrs. Pierce, include some who are now entitled to a Red Cross Galloneer certificate. These people may contact Mrs. Pierce for their certificate. A total of 71 pints were given, with several willing donors rejected for physical reasons.

Those who gave their blood for the first time were Mrs. D. C. McElligott, Mrs. Darrell James, Mrs. Jerry Hollomon, Mrs. E. J. Gorman, Mrs. Ladd Dick, Mrs. H. L. Curruitt, Mrs. C. L. Bailey, Mrs. Clyde Allstott, Mrs. Grace Drake, Mrs. Darrell Coppock, Linda Orwick, James Yeoman, Jerry Healy, Gerald Adamson and Harold Erickson.

The blood bank visit was sponsored by the Jaycees and the Jaycee Wives, who were praised for their job by Mrs. Pierce.

## Illness Claims Lexington Woman

Funeral services were held for Miss Merle Carmichael of Lexington on Monday afternoon, June 2, at the Lexington Christian church. The Rev. Earl Sower officiated, and interment followed in the Lexington cemetery, with Sweeney Mortuary directing arrangements.

Miss Carmichael, 81, died Friday, May 30, at Good Samaritan Center in Hermiston, where she had been under medical care for some time.

She was born May 2, 1888, in Lexington, the daughter of pioneer parents, John B. and Effie (Sweetser) Carmichael. She was a member of the Lexington Christian church and of Holly Rebekah Lodge No. 139.

Survivors include a brother, C. C. (Judge) Carmichael, and a sister, Mrs. Harry Turner, both of Heppner. Two brothers preceded her in death.

## Marcus Gunns Here For Pioneer Picnic

Coming from their home in Sacramento, Calif., for the 16th Annual Picnic of the Morrow County Pioneers were Mr. and Mrs. Marcus Gunn. It was their first visit here in several years and they were kept busy meeting old friends and making new ones.

Gunn was born in Heppner and lived here in the pre-flood years. His parents lost their lives in the 1903 flood. The Gunn children were taken east by relatives and received their education there. Marcus graduated from the University of Michigan and became an actuary for life insurance companies. Going first to Chicago, where he opened his office as an independent actuary, he subsequently went to San Francisco for the Western States Life.

When this company merged with the California Life, he went to Sacramento as vice-president and actuary for California-Western States Life. He has now been retired for several years but continues to do special actuarial work for some of the large Eastern Life insurance companies.

**Mr. and Mrs. Carey Hastings** and Mrs. Gladys Connor drove to Forest Grove last Wednesday evening where they attended graduation ceremonies for their grandson, John Connor, son of Mr. and Mrs. Roger Connor, who graduated with the senior class of Forest Grove High school.

## TO THE EDITOR . . .

### Wonderful Paper

May 31, 1969

Dear Helen and Wes:  
The Dixons caught us up to date on much Heppner news on their flying visit yesterday. They also brought along the graduation issue of The Gazette-Times that Melba Quackenbush sent to us via them, and as I sat down to read it this morning I knew I must write to you both now and not put it off any longer.

We think you put out a wonderful paper—both in content and in readability. To look at The Gazette was like taking a breath of fresh air. Something also caught my attention this time, and I can recall it has always been so. That is your optimistic approach to all news of local people and local news. This is what we all need, and it gave me a lift just to sit and read through the paper this morning.

We are very content here in Council—with being on our own in business, with the people and with the beautiful, beautiful country. Though we had lived in Boise over 10 years we had never explored this country, and we are delighted with the hills and streams and lakes. I am so glad for the growing years spent in Heppner and most especially for the church.

We want you to know we think you put out a grand paper, and we wish all the Sherman family happiness and success in reaching their goals.

Sincerely,  
Mrs. Lynn (Kay) Pearson

(Ed. Note: Mr. and Mrs. Pearson, who left Heppner earlier this year for Council, Idaho, purchased a drug store in that city after he had been pharmacist for Murray Rexall Drug here for several years.)

## No. 1 Baby Leaves

Dear Mr. Sherman:  
Just a short note to let you know how sorry we are that we missed you when we were in Heppner last Friday.

We tried to see as many of the merchants as possible to thank them again for all the wonderful gifts.

Jerry got an early out, eight months earlier than we expected, so we will be in Denver by the first of June. That's where both our families are and our future, we hope. We hate to leave Oregon and all the wonderful people we've met here. We have promised ourselves and everyone else that we'll be back for a visit.

We won't soon forget Heppner, the wonderful hospital or all the wonderful people we've met over there. When our baby, Jerry, Jr., gets old enough, we'll tell him all about it and hope to bring him back.

Again, thank you very much for everything.  
Your friends,  
Jerry, Cherie and  
Jerry Blanckaert, Jr.

(Ed. Note: Mr. and Mrs. Blanckaert are parents of Morrow county's Baby of the Year, first born in the county in 1969. Sgt. Blanckaert was stationed at Condon Air Force Station. As evidenced by the letter, the young couple was thrilled with the many prizes given them, the hospitality shown by local people, and by the care at Pioneer Memorial hospital.)

## Local People Attend Funeral in Albany

Mrs. C. N. Jones and Mr. and Mrs. Marcel Jones attended the funeral Monday in Albany of C. R. Nokes, brother-in-law of Mrs. C. N. Jones.

Nokes, who visited Mr. and Mrs. C. N. Jones several days a month ago, died Friday, May 29, in a hospital in San Francisco. He was a resident of Albany and was 83 years old.

## Monument Soldier Receives Medal

Army Staff Sergeant Howard W. Dahill, 22, son of Mr. and Mrs. Henry W. Dahill, Monument, received the Army Commendation Medal May 6 while serving with the 4th Infantry Division near Pleiku, Vietnam. He earned the award for meritorious service as a survey party chief in Headquarters and Service Battery, 5th Battalion of the division's 16th Artillery.

Staff Sgt. Dahill entered the Army in September 1966, completed basic training at Ft. Lewis, Wash., and was last stationed at Ft. Hood, Tex., before arriving overseas in January 1968.

## WSU Summer Camp Calls HHS Students

Three Heppner High students have been accepted in the 37th annual high school summer camp at Washington State University. Bill and Kelley Wolf and John Sumner will attend the camp, to be held on campus from June 22 until July 19.

They will be among 300 students from all areas of the United States who will participate in course offerings of music, fine arts, journalism, dramatics, competitive speaking and debate.

Bill Wolff will be a senior at Heppner High next year. He and Kelley, who will be a sophomore, are children of Dr. and Mrs. Wallace H. Wolf of Heppner. John Sumner, who will be a sophomore next year, is the son of Mr. and Mrs. Jack Sumner of Heppner.

## MEETING CALENDAR

- Monday, June 9—** Chamber of Commerce, 12 noon. Wagon Wheel Dining Room. Volunteer Fire Department, 7:30 p.m. Ione Lions, Ed's Tavern, 7:00 p.m. Ruth Chapter No. 32, Order of Eastern Star, Masonic Hall, 8:00 p.m.
- Tuesday, June 10—** Degree of Honor, Episcopal Parish Hall, 8:00 p.m. LDS Relief Society, Legion Hall, 9:45 a.m.
- Wednesday, June 11—** Willow Lodge, IOOF Hall, 8:00 p.m. Jaycees, 8:00 p.m. Golden Age Club, Episcopal Parish Hall, 7:00 p.m.
- Thursday, June 12—** Three Links Club, 2:00 p.m. Soroptimist Club, Program Meeting, Wagon Wheel Dining Room, 12 noon. Morrow County Port Commission, Boardman City Hall.
- Friday, June 13—** Rhea Creek Grange, Potluck Dinner and Meeting, 6:30 p.m.
- Saturday, June 14—** Lexington Grange, 8:00 p.m.

## COMMUNITY BILLBOARD

**OES SOCIAL CLUB**  
Saturday, June 7, 1:45 p.m. Heppner Masonic Hall. All those interested in keeping the club going, urged to attend.

**IONE COMMUNITY AUCTION AND BARBECUE**  
Saturday, June 7, Ione Willows Grange Hall. Lots of fun for everyone—join in the excitement, starts at 10:30 a.m. Beef barbecue dinner at noon. Sponsored by Ione United Church of Christ.

**GOLDEN AGE CLUB**  
Tuesday, June 11, Episcopal parish hall. Potluck dinner at 7:00 p.m., followed by entertainment. Members and guests urged to attend.

**SWIM POOL OPENING**  
Heppner swim pool opens Sunday, June 8. Free swims from 1:00 to 5:00 p.m. Season tickets on sale starting Monday at City Hall.

**OPEN HOUSE**  
Open house and tour of new Columbia Basin building Tuesday, June 10, 10:00 a.m. until 3:00 p.m. Free gifts, door prize, Refreshments. Public invited.  
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Heppner



## Pioneer Ponderings

By W. S. CAVERHILL

### Advice to a Graduate

If you are one of those fortunate individuals who see a clear course to your life's objective and have the protection of means and circumstances, you should stay in the "groove." You may not find another as promising.

However, if you are a "loner" searching for employment and security, you had better join a group. Opportunity for you lies in massed people and capital. Get into an organization that fits your purpose and enjoy the protection it offers. Don't be content with mere membership. Be a "voice." The time is past for most of us to carry our own "umbrella." We have to get in a huddle somewhere.

Mrs. Bill (Ruth) Hasel and two daughters from Coquille enjoyed a two weeks visit here recently at the home of her mother, Mrs. Lucy Peterson. Also visiting was Mrs. Bill (Martha) Long and her son from Portland, who remained for a week.

## Girls to Enter State Little Olympics Meet

Three Heppner Grade school students will travel to the State Little Olympics in Portland on June 7, as a result of passing state qualifying requirements at the Junior Olympic track meet, held recently at Arlington.

Anita Davidson, sixth grader, qualified in the softball throw. Susan Healy, seventh grader, qualified in the high jump and the 50-yard dash, and Kathleen Bartlett, eighth grader, qualified in the 50-yard dash and was a runner on the winning 440 relay team.

Mr. and Mrs. Bartlett will travel to Portland with the girls for the Little Olympics, which will be held at Wilson High school.

**Former Heppner residents, Mr. and Mrs. Bill Blake** and daughter, Karen, of Monmouth were among those visiting at the home of his mother, Mrs. Snoda Blake, over the past Memorial Day week-end. Other guests included Mr. and Mrs. David (Beverly) Fitzgerald of Salem and Mrs. Barbara Herbison, also of Monmouth. Joining them for a visit later in the week-end was the Darrell Blake family of Condon.

**Mr. and Mrs. Bob Kelly** and family who have made their home in Umatilla for the past several years, moved last month to Troutdale, where he is working with the Consolidated Freightways, Inc. Kelly is the son of Mrs. Lena Kelly of Heppner.